

ARRECIFES Santa Marta Province, Colombia

RCLCO was retained by a Colombian family in 2009 to study destination resort development potential for a large parcel of coastal land in the Republic of Colombia. The stunningly beautiful site has been in the same overshoot for more than 50-years, but is now located with the boundaries of Parque Tayrona, a national park, which provided issues of access, intensity of land use, and title considerations. The challenge for RCLCO was to help align on a development strategy that embraced a high level of sustainability, and also responded to rapidly evolving regional economics and demographic conditions.

Our work included forecasting the depth of demand for hospitality and resort residential product that would appeal to a broad swath of the domestic market, and also to identify unique existing attributes or potential elements of the property/resort that might draw an international market. We developed a detailed segmentation model that matched market depth with the full spectrum of resort solutions from a low impact permanent camping component to a five-star boutique hotel and 2nd home program.

RCLCO also developed an implementation plan reflecting a regulator condition under which concessions could be offered and land could be leased, but outright sale was not possible. As part of our analysis we prepared a detailed financial model that projected the land lease revenue that each component would likely support, and a phasing plan reflecting the need to establish Arrecifes as a regional and eventually an international destination, as well as the need to bring significant, although in many cases alternative, systems infrastructure to the site.

The project sponsor is currently pursuing development partners for key sub-projects that

would collectively form the first phase of development.

